

## **Consumer Labeling Initiative Launch Event**

### **SC Johnson Remarks**

### **March 6, 2000**

I am Cynthia Georgeson, Director of Worldwide Public Affairs for SC Johnson - one of EPA's partners in the Consumer Labeling Initiative. Most people know our company by the products we make that are used in over 95% of U.S. homes. Some of our oldest and most trusted brands are registered by EPA, including RAID, OFF!, VANISH and their labels are regulated by the Agency.

We want to congratulate Administrator Browner and Deputy Asst. Administrator Wayland for their leadership on the Consumer Labeling Initiative, which brought together EPA, state regulators, non-government organizations and industry in a cooperative effort, and a real partnership.

In a relatively short time frame - certainly short when compared to the normal regulatory process - CLI partners successfully identified and moved forward against mutual goals and shared values to achieve a consensus-based, realistic and meaningful policy. As a result, CLI has provided important information and direction for both regulators and marketers in how to create labels that give consumers the right information in the right way.

We applaud EPA for a process that we view as a real breakthrough. Very importantly, we commend them for doing what we in the consumer products business know is critical to marketplace success - listening to consumers. We believe this is a sound way to develop product labeling policy. I think I speak for all CLI participants when I say we're pleased with the partnership, and look forward to working together on other market-based EPA policy initiatives.